

Message Text

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FM AMEMBASSY WELLINGTON

TO SECSTATE WASHDC PRIORITY 1268

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SUBJECT: POST'S RELATIONSHIP WITH AMERICAN CHAMBER OF COMMERCE
IN NEW ZEALAND (AMCHAM).

REF: STATE 094266

EMBASSY AND CONSULATE GENERAL RELATIONS WITH AMCHAM
ARE CLOSE AND AMICABLE. REGULAR, INFORMAL CONTACT IN
BOTH WELLINGTON AND AUCKLAND ENABLE POSTS AND THE
CHAMBER TO CONSULT AND COOPERATE IN EVERY PHASE OF
U.S. TRADE PROMOTION. SOME POINTS WORTH NOTING FOLLOW:

1. THE AMBASSADOR IS THE PATRON OF AMCHAM.
HE REGULARLY ATTENDS FUNCTIONS IN WELLINGTON
AND AT THE CHAMBER BRANCHES IN AUCKLAND AND
CHRISTCHURCH AND FREQUENTLY IS GUEST SPEAKER
AT MAJOR FUNCTIONS I.E. THE CHAMBER'S
ANNUAL GENERAL MEETING. THE AMBASSADOR,
DCM AND ALL OFFICERS OF THE EMBASSY ARE
AVAILABLE TO AND ACTIVELY AND ENTHUSIASTICALLY
ASSIST AMCHAM OFFICIALS AND MEMBERS WHEN APPROACHED.

2. TO QUOTE THE CHAMBER'S EXECUTIVE DIRECTOR "DAILY
CONTACT IS MAINTAINED WITH THE ECON/COMMERCIAL
SECTION AND IS READILY AVAILABLE ON AN AS
NEEDED BASIS WITH USIS, AGRICULTURE, LABOUR,
AND POLITICAL AND CONSULAR OFFICERS." SUCH
COOPERATION AND CLOSE CONTACT IS FACILITATED
BY THE FACT THAT THE EMBASSY AND AMCHAM
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OFFICERS ARE LOCATED IN THE SAME BUILDING.

EFFECTIVE AND CLOSE COOPERATION IS ALSO ACHIEVED IN AUCKLAND WHERE A CONSULATE GENERAL REPRESENTATIVE ATTENDS MONTHLY COMMITTEE MEETINGS OF THE AMCHAM BRANCH.

3. WE HAVE ESTABLISHED A COMPREHENSIVE EXCHANGE OF TRADE INQUIRIES AND A COMPLIMENTARY DISSEMINATION OF ALL TRADE INFORMATION THROUGH THE RESPECTIVE EMBASSY AND AMCHAM COMMERCIAL NEWSLETTERS. INFORMATION ON VISITS OF BUSINESSMEN, TRADE MISSIONS AND U.S. CHAMBER OF COMMERCE VISITORS IS PROMPTLY EXCHANGED AND IN EVERY CASE IN WHICH IT IS ADVANTAGEOUS, USG AND CHAMBER OFFICIALS COOPERATE IN PLANNING SCHEDULES.

4. USIS REGULARLY PROVIDES EFFECTIVE SUPPORT IN THE FORM OF VTR MATERIAL, NEW PRODUCT MATERIAL AND TNERAL BUSINESS AND ECONOMIC BACKGROUND MATERIAL. A RECENT EXAMPLE OF THE CLOSE COOPERTATION IS THE EFFECTIVE PARTICIPATION OF AMCHAM IN THE USIS AMERICA WEEK IN CHRISTCHURCH, AND THE SCHEDULING OF JAMES A. MICHENER FOR ADDRESSES TO AMCHAM MEMBERSHIP FUNCTIONS IN BOTH AUCKLAND AND CHRISTCHURCH WITH USIS ASSISTANCE.

5. VIEWS ARE FREELY EXCHANGED WITH AMCHAM ON BEST METHODS FOR TRADE PROMOTION. A NOTABLE CASE IN POINT WAS THE CHAMBER'S ROLE IN AM-TECH '76, A MAJOR U.S. DEPARTMENT OF COMMERCE SOLO TRADE EXHIBITION HELD IN AUCKLAND MARCH 15-19. AMCHAM ACTIVELY SUPPORTED THE EXHIBIT FROM CONCEPTION TO COMPLETION, MAINTAINED A FULLY-MANNED INFORMATION BOOTH THROUGHOUT THE SHOW AND REATURED PROMINENTLY IN THE OFFICIAL EXHIBITION CATAGLOG. IN ADDITION, OFFICIALS AN PROMINENT CHAMBER MEMBERS ASSISTED EMBASSY AND CONSULATE GENERAL OFFICERS IN MAKING "BLUE CHIP"

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PERSONAL CALLS ON SELECTED BUSINESS CONTACTS WHOSE VISITS TO AM-TECH COULD BE EXPECTED TO RESULT IN SIGNIFICANT BUSINESS.

6. AMCHAM HAS ACCESS TO THE EMBASSY'S COMMERCIAL LIBRARY AND ITS COLLECTION OF TRADE DIRECTORIES. IT ALSO MAKES EXTENSIVE USE OF REFERENCE MATERIAL IN USIS LIBRARY AND IN RETURN MAKES AVAILABLE

APPROPRIATE U.S. CHAMBER AND LOCAL AMCHAM PUBLICATIONS. THESE SERVICES ARE VERY HELPFUL AND GREATLY APPRECIATED.

7. OFFICIAL VISITORS, INCLUDING THOSE SPONSORED BY USIS AND CU, ARE PROMPTLY CALLED TO AMCHAM ATTENTION FOR PARTICIPATION IN FORMAL OR INFORMAL MEETINGS WITH MEMBERS. THIS SERVICE IS PARTICULARLY USEFUL TO THE CHAMBER AND TO USIS. NOTE: OAKLEY JOHNSON, ASSOCIATE DIRECTOR ASIAN PACIFIC AFFAIRS, U.S. CHAMBER IN WASHINGTON, VISITED NEW ZEALAND IN FEBRUARY 1976. HE ATTENDED A BRANCH COMMITTEE MEETING IN AUCKLAND AND WITNESSED DETAILED ARRANGEMENTS BEING MADE FOR USG AND CHAMBER COOPERATION IN PROMOTING AM-TECH '76. IN WELLINGTON HE HAD DETAILED AND USEFUL DISCUSSIONS WITH THE AMBASSADOR AND DCM AND HAD LENGTHY VISITS WITH ECON/COMMERCIAL OFFICERS AN OTHER EMBASSY OFFICERS. HE EXPRESSED TO EXECUTIVE DIRECTOR HIS PLEASURE AT THE EFFECTIVE AND ENTHUSIASTIC COOPERATION PROVIDED BY THE EMBASSY AND CONSULATE GENERAL. DEPARTMENT OFFICIALS MAY WISH TO MAKE A PARTICULAR EFFORT TO OBTAIN HIS IMPRESSION OF THIS RECENT EXPERIENCE IN NEW ZEALAND. KILLGORE

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